

25 March 1959

MEMORANDUM FOR THE DIRECTOR

1. This memorandum is for information only.
2. Mr. Lambie of the White House called regarding the Advertising Council Conference dinner and luncheon on Monday April 13 and Tuesday, April 14. The White House is issuing the invitations to the speakers and is handling the conference meetings on Monday and Tuesday. The Advertising Council is handling the dinner on Monday and the luncheon on Tuesday. Lambie said they have an invitation being prepared for General Persons' signature for Mr. Dulles asking him to speak, off-the-record, from 9:30 a.m. to 10 a.m. on Tuesday, April 14.
3. Mr. Dulles will be preceded by Mr. McClelland, General Manager for the Moscow Fair and they hope that Mr. Dulles will mention something about the interest the Russians will have in the Fair.
4. Following Mr. Dulles, Secretary McElroy or Mr. Killian will appear. If McElroy goes on instead of Killian he will not speak but will answer questions.
5. Gordon Gray will be the Chairman. He will have solicited questions from the industrial leaders who will be in attendance to ask the various speakers.
6. The meetings will be in the District Red Cross Building at 2025 E Street, N.W.
7. The dinner and the luncheon will be in the Mayflower Hotel.
8. President Eisenhower and Mr. Herter are scheduled for the Monday speeches. Doug Dillon may be in the Far East so other Tuesday speakers will be Secretary Anderson and Strauss.

9. In order to make the Conference more informal the speakers like Mr. Dulles will be asked not to deliver a prepared speech but to talk off-the-cuff and then submit themselves to questions that Gordon Gray will have in writing to read to them and ask them to address themselves to the particular questions.

10. Mr. Lambie said that as of now the plan is to have the speakers talk on the Soviet economic threat and how American can best meet it. It will be necessary in the near future to decide on what phases the different speakers should take as their subjects so that there will not be duplication. Mr. Lambie said he will take this up later because the whole thing is still being considered.

STANLEY J. GREGAN
Assistant to the Director

cc: DDCI

CIA INTERNAL USE ONLY